

Controlling Social Media in Schools virtual workshop

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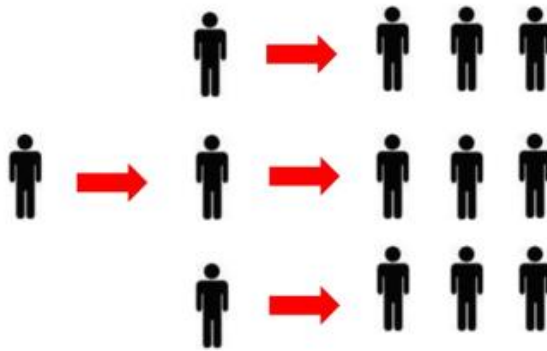
Discussion

How is Social Media affecting your
School?



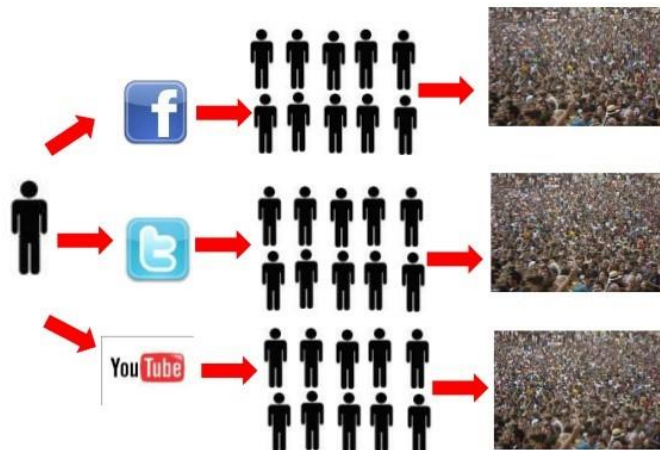
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One Message Before Social Media



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One Message After Social Media



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Different types of social media



- Social networking: Facebook.
- Anonymous social networks: Ask.fm, Sarahah.
- Blogging: Tumblr, Medium.
- Bookmarking: Pinterest, Flipboard.
- Photo sharing: Instagram, Snapchat.
- Video sharing: YouTube.
- Discussion forums: Reddit, Quora, Digg.
- Consumer review networks: Yelp, TripAdvisor.
- Social shopping: Etsy.
- Sharing economy: Airbnb, Uber.



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Age 13

- Ask.fm
- Facebook
- Google+ (US and all countries not mentioned under 14 and 15)
- Instagram
- ooVoo
- Pinterest
- Reddit
- Snapchat
- Tumblr
- Twitter
- LinkedIn (all countries not mentioned under age 14, 15 and 16)
- Swarm by Foursquare

DATING / CHATTING APPS

- Meet Me
- 18+ NOW
- Tinder
- Omegle
- Skout (communities for 13-17 and 18+)

Age 15

- Burn note (Common Sense Media rating)

Age 16

- WhatsApp
- LinkedIn (Netherlands)
- Google+ (Netherlands)

Age 17

- Periscope (Common Sense Media rating)
- Vine
- Whisper

Age 18

- LinkedIn (China)
- Yik Yak (SHUT DOWN)
- Kik
- Flickr (but kids 13-17 can sign-up with parental permission)
- YouTube (but kids 13-17 can sign-up with parental permission)



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It is possible to use TikTok if you are under 13, but younger children can only access a certain section of the app which has additional privacy features, and only displays clean videos.

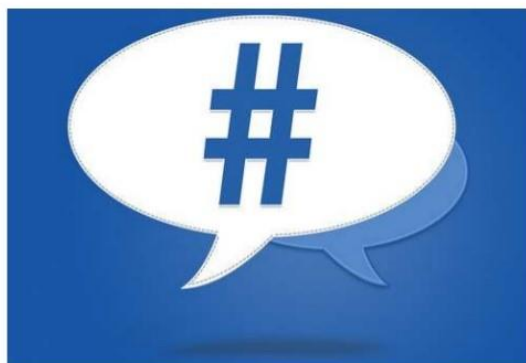
Children under 13 are not able to comment, search, or post their own videos.

However, it is possible for children to bypass this by entering a false birthdate.



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The Importance of the Hashtag (#)



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Top 10 happy hashtags

Best happy hashtags popular on Instagram, Twitter, Facebook, Tumblr:

- #happy - 26%
- #love - 13%
- #instagood - 9%
- #like - 8%
- #photooftheday - 7%
- #follow - 7%
- #smile - 7%
- #beautiful - 7%
- #instagram - 6%
- #photography - 5%



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Facebook



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Facebook

How Facebook is Using Big Data - The Good, the Bad, and the Ugly



<https://www.simplilearn.com/how-facebook-is-using-big-data-article>



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Facebook

Facebook is probably the only company that possesses a high level of detailed customer information. **The more users use Facebook, the more information they suck out.** Heavily investing in their ability to collect, store, and analyze data, Facebook does not stop there. Apart from analyzing user data, Facebook has other ways of determining user behavior.

- 1. Tracking cookies:** Facebook tracks its users across the Web with the use of tracking cookies. If a user is logged into Facebook and simultaneously browses the Web, Facebook can track the sites they are visiting.
- 2. Facial recognition:** The latest investment of Facebook is in facial recognition and image processing capabilities. Facebook can track its users throughout the Web and other Facebook profiles due to the image data that is stored with them due to user sharing.
- 3. Tag suggestion:** Tag suggestions can be made on user photos due to image processing and facial recognition.
- 4. Analyzing the 'Likes':** Researchers at Cambridge University and Microsoft Research shows how the patterns of Facebook 'Likes' can very accurately predict your sexual orientation, satisfaction with life, intelligence, emotional stability, religion, alcohol use and drug use, relationship status, age, gender, race and political views among many others."



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Facebook Groups

Types of Groups

-  **Public Group**
Anyone can see the group, its members and their posts.
-  **Closed Group**
Anyone can find the group and see who's in it. Only members can see posts.
-  **Secret Group**
Only members can find the group and see posts.



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Managing Different Social Media Platforms



<https://hootsuite.com/>



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Legal Framework

Staff members should be aware that laws may apply to information posted on social media to include:

- Libel Act 1843
- Defamation Acts 1952 and 1996
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003
- Copyright, Designs and Patents Act 1988



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- Public Order Act 1986 (sections 17 – 29)
- Protection of Children Act 1978 (Section 1)
- Obscene Publications Act 1959 and 1964
- Protection from Harassment Act 1997
- Regulation of Investigatory Powers Act 2000



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<https://swgfl.org.uk/>

The South West Grid For Learning is a very active and dynamic resource for all types of advice and guidance on all matters around technology and online safety in education.



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Question

What are **you going** to do differently to ensure best practice/compliance?

What can **your school** do differently to ensure best practice/compliance?



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Virtual or face-to-face School CPD Workshops



- Building Resilience and Wellbeing at Work
 - Coaching Skills for Managers
 - Conflict Resolution
- Controlling Social Media in Schools
- Developing a Reward and Recognition Strategy
- Managing Poor Performing Individuals and/Teams
 - Managing Stress in the Workplace
 - Managing the PDR effectively (Managers)
- Mental Health and Wellbeing Awareness (Managers)
- Mental Health and Wellbeing Awareness (Employees)
 - Mental Health and Wellbeing Champion
 - Mentoring Skills for Managers
- Refresher GDPR for Data Protection Controllers (DPC)
 - Workplace Mediation



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**Thank you for attending the
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